

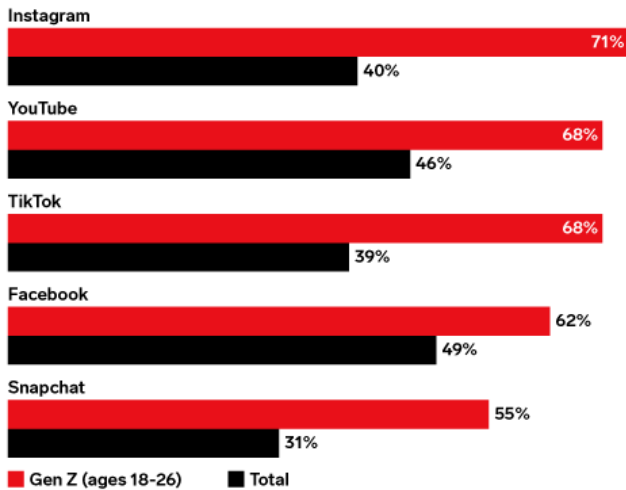
Gen Z prefers to spend its time on TikTok, but its money on Instagram

Article

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Social Networks Where US Adults Are Likely to Make Purchases Directly, Gen Z vs. Total, Q1 2023

% of respondents



Source: Jungle Scout, "Consumer Trends Report: Q1 2023," March 21, 2023

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eMarketer | InsiderIntelligence.com

Key stat: In the US, 71% of Gen Z adults say they are likely to make a purchase directly via Instagram, according to Jungle Scout. Just 40% of adults overall say the same, with the caveat that older generations are less likely to buy from social networks in general.

Beyond the chart:

- Despite these findings, Meta is moving away from social commerce, investing instead in its **ad business on Reels** to boost revenues.
- But TikTok is all in, with plans to **quadruple its global ecommerce sales** to \$20 billion per year via TikTok Shop.
- Adults below the age of 25 will spend an average of 20 more minutes per day with TikTok than with Instagram, for a total of 58 minutes daily this year, according to our forecast.

Use this chart:

- Allocate social media ad spend.
- Strategize how to reach Gen Z.
- Evaluate retail partnerships with social networks.

More like this:

- [What marketers should know about why Gen Z shops](#)
- [Meta amplifies Reels with new advertising features](#)
- [Can TikTok Shop crack the US ecommerce market?](#)
- [TikTok Commerce 2023](#) (Insider Intelligence subscription required)

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Methodology: Data is from the March 2023 Jungle Scout "Consumer Trends Report: Q1 2023." 1,000+ US adults ages 18+ were surveyed online during February 8-9, 2023.

Respondents represented 48 US states, all genders, and ages, as well as all employment types and varying income levels.